

National Weather Service



MEDIA ADVISORY

2002-19

October 7, 2002

Winter Weather Awareness Week

November 4 Through November 8, 2002

The National Weather Service and the Iowa Emergency Management Division have declared November 4 through November 8, 2002, as Winter Weather Awareness Week in Iowa. Each year Winter Weather Awareness Week is held to remind Iowans that the winter weather season is rapidly approaching.

Each day during Winter Weather Awareness Week, the National Weather Service will issue Public Information Statements highlighting various winter weather topics. Topics for Winter Weather Awareness Week are:

- **Monday** - National Weather Service winter weather products
- **Tuesday** - Blizzards and winter storms
- **Wednesday** - Extreme cold and wind chill
- **Thursday** - Heavy snow
- **Friday** - Ice storms

Look for the *Iowa Weather News - Fall 2002 Edition* in October which will include the latest news concerning National Weather Service products and services. The *Iowa Weather News*, Public Information Statements and access to winter weather safety information, including recorded Public Service Announcements, are available on the National Weather Service web site at <http://www.crh.noaa.gov/dmx>.

For Winter Weather Awareness Week to be successful, media coverage is vital. Interviews, special programming and news articles are encouraged. Contact Jeff Johnson, National Weather Service, to schedule an interview at 515-270-4501 ext. 726.

New This Fall!

Public Service Announcements (PSAs) will be available on the National Weather Service, Des Moines, web site in October, 2002! PSAs regarding winter weather include topics such as vehicle safety, bitter cold and National Weather Service products and are available in 30 or 60 second recordings. The PSAs can be downloaded as an audio file (MP3 or WAVE). Go to www.crh.noaa.gov/dmx/winter.shtml#PSA to download the PSAs.